

**PERSONAL
SOFTWARE INC.**
1330 Bordeaux Drive,
Sunnyvale, CA 94086,
408/745-7841

PERSONAL SOFTWARE INC.
CATALOG
1980

visicalc
microchess
apple
data manager
D2 assembler
trs-80
vitafacts
pet
checker king
bridae

PERSONAL SOFTWARE

What is this software stuff?

Software seems to be the most mysterious and magnificent part of personal computing. And the most misunderstood. *How to explain it?*

Well, a classic definition states that a computer is a machine capable of executing instructions, and a software program is a set of instructions. Hundreds of thousands of instructions, in fact—just as a movie is a series of hundreds or thousands of pictures. Each picture frame in a movie and each instruction in software does nothing by itself. But when the movie is run through a projector . . . magic! The characters on the screen become alive. When you run software on your computer, the same magic happens. Suddenly a machine becomes a chess partner, health instructor, or electronic worksheet.

Here are 15 Personal Software™ programs that have that magic. Nine of them are brand new. They will all amaze, challenge and expand you and your computer. We put a lot into them, and hope you get a lot out of them.

Happy Computing!



Dan Fylstra
President

VISICALC

VisiCalc and a personal computer do to the calculator, paper and pen what word processing has done to the typewriter and paper. Revolutionize it.

Take virtually any problem you would explore using calculator, pen, and paper, working in rows and columns. Apply VisiCalc and you'll see why every reviewer of this product has said the same thing: VisiCalc is the most useful, most important program yet developed for personal computing.

With VisiCalc, you work with an electronic worksheet of up to 63 columns and 254 rows. At the juncture of any column and row you can type in words or numbers. To put VisiCalc to work, you first create

any format or form you need by typing in words—just like writing column headings across the top of a piece of paper and items down the left side. Then, where you want the worksheet to perform a calculation, you type a formula. VisiCalc automatically performs all arithmetic functions, net present value, and transcendental functions. Instantly—and we mean instantly—VisiCalc displays the results. And if you change any of the numerical data, the electronic worksheet instantly displays a new result. Automatically. You can play “what if” as often as you wish to solve thousands of different problems. When finished, you can get a hard copy of all the information on your worksheet from your computer printer.

Absolutely no programming is necessary. VisiCalc does all the work. Now, isn't that magic?

To see how VisiCalc works, visit your Personal Software dealer. To find out how VisiCalc can be a worksaver for you, use your imagination.

MONTH	BUDGET	1979	NOV	DEC	TOTAL
RENT	2500.00	2500.00	3000.00		
UTILS					500.00
INCOME	2500.00	2500.00	3000.00		
FOOD	400.00	400.00	400.00		
RENT	100.00	100.00	100.00		
UTILS	100.00	100.00	100.00		
SALES TAX	100.00	100.00	100.00		
RENT	100.00	100.00	100.00		
EXPENSES	2400.00	2470.00	2870.00		
REMAINDER	100.00	30.00	123.00		
SAVINGS	30.00	30.00			

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2100	1000.00	10.00	1010.00

Who is using VisiCalc.

Anyone who works with numbers.

MANAGERS and MANAGEMENT CONSULTANTS plan budgets, compare actual results to budgeted forecasts, and modify projections faster than ever before. VisiCalc is the most powerful and easy-to-use projection tool ever developed.

FINANCIAL ANALYSTS quickly determine rate-of-return under varying assumptions using the built-in net present value functions. VisiCalc will also compute financial ratios, and project tax consequences.

ACCOUNTANTS develop financial statements and *pro formas*, making changes and comparisons easily with VisiCalc's ultimate "what if" recalculation feature.

TAX ACCOUNTANTS compute the tax effects of many alternatives, and print out all the different scenarios for client discussion and documentation.

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GAMMON GAMBLER



Backgammon is easy to learn and fun to play. But the odds, strategies and subtleties of this intriguing game make it a classic of limitless challenge.

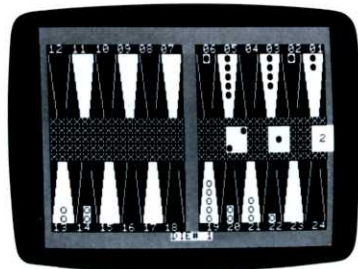
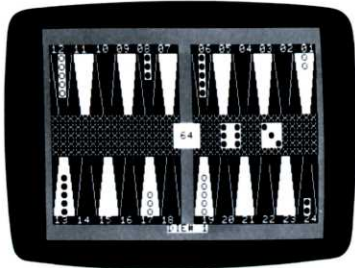
Gammon Gambler plays by standard U.S. tournament rules, using advanced artificial intelligence techniques. A great way to learn or polish your game, because Gammon Gambler checks moves for legality, lets you back up and correct your move, and optionally displays the numbers of the points. Backgammon rules are included in the manual.

Gammon Gambler is one of the few backgammon computer games to employ the doubling cube to make betting more exciting. And the Gambler keeps a running total of the point score from game to game, for tournament style play.

You move by entering the starting location of the stone. The computer moves the piece to its destination with a flashing visual aid. You can stop a game at any point and begin a new match without reloading the program.

Gammon Gambler provides ten levels of skill, from beginner to expert. High resolution graphics show the board, points, stones and scores clearly. This advanced machine language and BASIC program will be a much used addition to your software library.

For the PET 8K, PET/CBM 8-32K, and Apple II 16K. By Willy Chaplin.



CHECKER KING



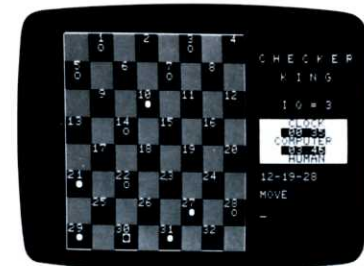
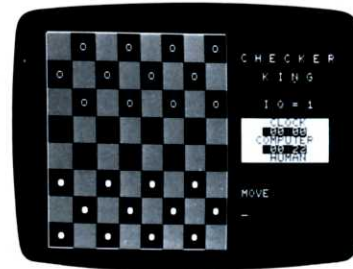
You've probably forgotten how much fun checkers can be.

Personnel Software Checker King lets you play against your computer at eight levels of difficulty, from simple to highly competitive. And you can change levels during a match. Checker King's unique SAVE feature allows you to store in memory up to three board situations and play them again. You can also create your own situations, then challenge Checker King. Or you can modify any situation which occurs during play. And you can even correct your mistakes with nary a word of admonishment from Checker King.

You can switch sides with Checker King at any point, or watch as Checker King plays both sides of the board. You might learn a few moves!

Checker King makes full use of your system's graphics capabilities. And checks all moves for legality. You can double or triple jump and king your pieces—just like real checkers, using standard checker rules.

For PET 8K and PET/CBM 8-32K, TRS-80 Level II 16K, Apple II 16K. By Michael Marks and Brad Templeton.



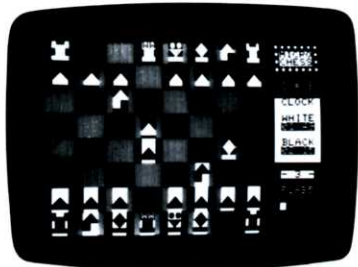
MICROCHESS



The Industry's First "Gold" Cassette. This best-selling chess program is a nearly perfect chess opponent for the advanced enthusiast or total novice.

Microchess is ready whenever you are to play on any of eight degrees of difficulty (three on the TRS-80). And Microchess is a good sport—quiet in victory, quiet in defeat, and none of the hums, thumps, scratches, groans and tapping you get from human opponents.

You can switch sides at any point in the game, and change difficulty levels, too. Choose from 32 book openings, or start each game from scratch. The computer will not permit illegal moves, so this is the ideal practice set for the beginner. But at the higher levels of difficulty—you'd better be sharp.



The PET version contains a real-time clock to time the moves. All versions make full use of your computer's graphics capabilities to produce a very readable chess set and board.

Complete documentation and instructions, top quality cassette and guarantee, great human interface. If you play chess, challenge Microchess! If you don't play yet, you're in for a treat.

Version 1.5 for TRS-80 Level I or Level II 4K. Version 2.0 for PET 8K, PET/CBM 8-32K, Apple II and II Plus 16K. By Peter Jennings.



BRIDGE PARTNER



Do you play out the bridge hands in the newspapers? Would you like to practice your bridge game without the bother of party nuts and iced tea? In short, are you a bridge player?

Bridge Partner, a standard notation contract bridge program, is just for you.

Bridge Partner is not a substitute for a good rubber played by four bridge lovers. But it is an exciting, absorbing way to polish your abilities and strategy. You'll notice your game improving after honing your skills against Bridge Partner.

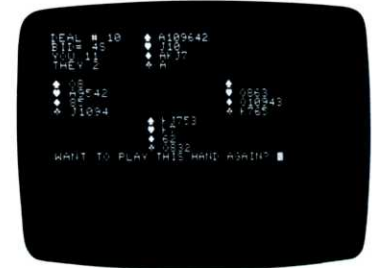


You and the dummy play against the computer in regular contract bridge. The computer will deal at least 10 million different hands. Or you can use the dealer subprogram to specify a criterion for high card points and Bridge Partner will deal four new hands. Or you can deal your own hands. Enter the deal from the newspaper column, and test Bridge Partner.

You can save hands for replay later, go back and examine the previous trick, or swap sides and replay the deal.

Complete instructions plus an introduction to bridge are included in the manual.

For PET 8K and PET/CBM 8-32K, TRS-80 Level II 16K, and Apple II and II Plus 16K. By George Duisman.



TIME TREK



A *Tour de Force* in real time action strategy games.

With nine levels of difficulty, this challenging game is easy to learn, difficult to master, and impossible to forget.

You are commander of a starship. The galaxy is populated with unidentified objects, stars, starship bases (your sanctuaries) and, of course, the hostile and unfeeling enemy. Your mission is to blast the enemy into cosmic dust, using your weapons and defense shields.

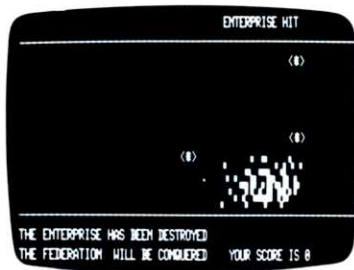
Using your wits and quick action, you must search out the enemy ships while monitoring your energy reserves carefully. You play on any of nine levels of difficulty. As the difficulty scale increases, there are more enemy ships to fight and less energy to fight them with.



And this is in *real time!* You must steer around stars, thinking fast as you weigh your best strategic use of weapons, shields, and starship bases. Sound effects add to the fun.

Time Trek features include excellent graphic effects, nine levels of difficulty, optional moving enemy ships on the PET, galaxy map, long range screen, short range scan, energy read-out, speed and direction controls, and black holes and magnetic storms on the TRS-80. All in real time action.

For PET 8K and PET/CBM 8-32K by Brad Templeton. For TRS-80 Level I and II 4K by Joshua Lavinsky.



STIMULATING SIMULATIONS

Fly through the heavens, search for buried treasure, catch a diamond thief, evade a hungry monster, run a thriving factory, and more. You'll love the fun and at the same time learn how the BASIC language really works.

Stimulating Simulations is a series of ten fascinating and educational games written by Dr. C. William Engel, Professor of Mathematics Education at the University of South Florida.

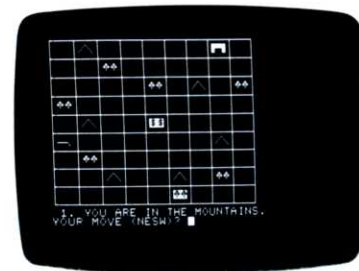
The games begin on an elementary level, moving up to more complex situations, and can be played by most school children. Each game presents a fanciful situation that challenges the player.

The Stimulating Simulation programs are accompanied by a 64-page booklet with instructions, all program listings, flowcharts, and suggested modifications. The programs are short and simple to understand. After you have challenged a Stimulating Simulation, the program listing will make sense. You can see the effect of the program commands on the events of the game.

And you can modify or rewrite the programs easily, and see what happens with your changes. With some practice, you'll be creating your own Stimulating Simulations.

The ten simulations include Art Auction, Monster Chase, Lost Treasure, Nautical Navigation, Rare Birds, Gone Fishing, Space Flight, Forest Fire, Business Management and Diamond Thief.

For the Apple II 16K, PET 8K and PET/CBM 8-32K, and TRS-80 Level I and II 4K. By Dr. C. William Engel.



VITAFACTS



Here are six health information programs for a healthier you. They present straight-forward, up-to-date medical facts in a way that is fun and effective. The VitaFacts Series has been approved by the Canadian College of Family Physicians.

Learning that is Fun.

Because these programs are educational, don't think they are boring. You learn with the assistance of your computer. Each course consists of a booklet with diagrams and glossary, a computer cassette, and an audio cassette. You load the computer program first. Then play the audio cassette.

The audio portion uses a combination of dramatic vignettes and straight talk to tell the story. You'll easily identify with the characters in the various situations. And you'll gain a greater perspective as you hear each drama.

From time to time, you will be asked to stop the audio tape and participate in a computer exercise to verify your new understanding. And you are told instantly after each question whether your answer is correct, or if not, what the correct answer should have been. You get a score after the computer exercise is complete. Because you use your new knowledge right away, you remember more. It's the best way to learn.

The VitaFacts Series will build a better understanding of you, your family and friends. It's the modern way to improve your health through personal computing.

Growing Up (Adolescence).

Teenagers and parents. Often a difficult combination, and a difficult time. This VitaFacts program helps teenagers cope with adolescent life. It helps parents understand the changes in teenagers. And it helps the whole family gain perspective and understanding, creating lines of better communication.

Teenagers learn about the physical and emotional changes taking place—powerful, often mysterious feelings. A thorough and straight-forward discussion of the sexual effects of puberty is included, plus information on contraception and dealing with parents.

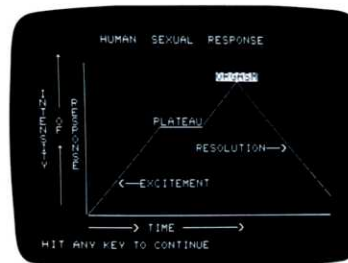
For parents, information is provided to help make adolescent changes easier for their children. Discussions of parental over-protectiveness, inconsistencies, and responsibilities help parents maintain a balanced perspective.

Talking About Sex.

It has been estimated that sexual problems are causing marital difficulties in half the marriages in North America. And that 70% of these people can overcome their sex problems simply by getting correct information on sexual matters. But even for those who are not experiencing problems, there is always room for the improvement that comes with knowledge.

Talking About Sex is mainly a panel discussion with two of Canada's foremost sex counselors, Dr. William Chernenkoff and his wife and co-therapist, Carolyn Chernenkoff.

The path to satisfactory sex begins with knowledge and the appropriate attitude. This program will show you how to make knowledge and attitude work for you, not against you. Inhibitions are often simple misunderstandings, and your improved understanding of sexuality is here in this course. An excellent sex education tool for teenagers, too.



Drinking and Drugs.

Lack of knowledge, especially among teenagers, combined with the easy availability of drugs and liquor and the pressures of work, personal problems and peer groups, can explosively combine to produce a real drinking or drug problem. And it is a *family* problem affecting adults and teenagers.

For teenagers, the program's information aids in making better decisions. The cassette does not lecture or talk down. It provides the straight-forward facts about the threat drugs and drinking pose to health and happiness.

For parents, this survey provides greater understanding of a serious problem that every family may face.



Birth Control.

Birth control information is important to teenagers, of course. And many adults and parents can still learn a thing or two as well.

This program explains the process of conception and birth thoroughly, beginning with puberty, and discusses all currently available techniques for prevention of unwanted pregnancies.

You will learn the effects of puberty on boys and girls. The role of the male and female in conception. The what and why of menstruation.

After you've mastered the birth basics, you move on to the preventive techniques. And, perhaps most important, popular fallacies are cleared up. Too many unwanted pregnancies occur for lack of basic contraceptive information. VitaFacts has the information you need.

Your Blood Pressure (Hypertension).

High blood pressure has no obvious symptoms, but very high risks. High pressure is very common as people get older, or among people in high-pressure situations.

This VitaFacts program tells all about your heart and circulatory system. What blood pressure is, what is high, what is low, and what it all means to you. Causes and effects, diagnosis and treatment, risk factors and prevention are discussed. The various roles of sleep, diet, and the increasing incidence of hypertension in women is presented.

No one is immune to high blood pressure, so knowledge and prevention are your best defenses.

Heart Attack.

This course describes just what a heart attack is, and how to recognize one. The right knowledge and action when someone is experiencing a heart attack can literally mean the difference between life and death, and that knowledge is presented clearly. From treating an attack, to the coronary care unit, to preventing a second attack—it's all here.

Even more important are the steps to *prevent* heart attack. The main causes—including the role of cholesterol—are discussed in detail. The roles of proper diet and exercise and the hazards of smoking are explained. This is a powerful course, and you will be glad you took it.

For Apple II 16K, PET 8K and PET/CBM 8-32K, and TRS-80 Level II 16K. By The Richmond Software Group and Medifacts.

6502 ASSEMBLER IN BASIC

This fascinating package will aid your study of PET computer programming in several important ways.

First, you can write programs in assembly language for the 6502 microprocessor. The assembler (written in BASIC) translates your source code to machine language for direct execution on your PET. So you get the experience of writing and testing assembly language programs, aided by the thorough 30-page manual.

This is a full-fledged assembler, accepting all standard 6502 instruction mnemonics, pseudo-ops and addressing, plus additional features.

A second benefit: The manual contains the source code for the BASIC assembler. You can explore the listing, seeing the relationship between source code, object code, and the translations from source to object.

The assembler cassette includes a sample assembly language source program (you may need supplementary instructional materials if you are not familiar with the 6502 microprocessor instruction set or assembly language programs).

Other features include a TEXT pseudo-op, evaluation of binary, octal, decimal, hexadecimal, and character constants, symbols and expressions. The package includes a text editor to create and modify your programs.

The 6502 assembler in BASIC consists of four programs:

- ASSEM2. Two pass version of the assembler determines symbolic label addresses on pass one, and assembles machine code on pass two. A short assembly language source program is contained in DATA statements at the beginning of ASSEM2.

- EDIT. A simple text editor for creation or modification of assembly source programs, which can then be saved on cassette. Functions include LIST, INPUT or REPLACE, DELETE, SEARCH, and CASSETTE READ and WRITE.

- ASSEM1. One pass version of the assembler runs nearly twice as fast as ASSEM2, with minor restrictions on the order and form of source statements.

- EXEC. The execution time monitor, used to create a machine language program, disassemble it back to mnemonic form, convert to hexadecimal DATA statements, and save on cassette like a BASIC program for later loading.

For PET 8K and PET/CBM 8-32K. By Daniel Fylstra.

CATALOG

SPRING 1980

Program	Apple Computer		Commodore		Radio Shack TRS-80	
	II	II Plus	PET	PET/CBM	Level I	Level II
C = cassette D = diskette						
VisiCalc	D	D				
CCA Data Management System	D	D				D*
Gammon Gambler	C, D†	C, D	C	C		
Checker King	C, D	C, D	C	C	C	C
Microchess 1.5					C	C
Microchess 2.0	C, D	C, D	C	C		
Bridge Partner	C, D†	C, D	C	C		C
Time Trek			C	C	C	C
6502 Assembler in BASIC			C	C		
VitaFacts Series						
Growing Up	C		C	C		C
Birth Control	C		C	C		C
Drinking & Drugs	C		C	C		C
Talking About Sex	C		C	C		C
Your Blood Pressure	C		C	C		C
Heart Attacks	C		C	C		C
Stimulating Simulations	C		C	C	C	C

* Supplied on cassette, runs on disk system only.

† Applesoft ROM card only.

PERSONAL SOFTWARE

How to Buy It.

Personal Software products are sold through over 400 computer retailers throughout the United States, Canada and the world. Call us for a dealer near you. Phone (408) 745-7841. If you are not near any computer retailers, you can order direct from Personal Software.

How we back it.

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How to write it: For new authors.

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RAINBOW WRITER™

Easy to use graphics and sound utility for your Apple II. Create programs with special effects including animation, letters, shapes, color and sound by menu selection. Six chromatic octaves. *Rainbow Writer* by Paul Lutus. Available on diskette for 32K Apple II and II Plus.

VITAFACTS SERIES™

These six health education programs are straight forward presentations of health information in a computer-aided format. Includes audio cassette and program cassettes. Approved by Canadian College of Family Physicians. On cassette for Apple II, 16K; Commodore PET 8K and PET/CBM 8-32K and TRS-80 Model I Level II, 16K.

SPRING 1981	Atari		Apple Computer		Commodore Computer		Radio Shack TRS-80 Model I	
	Atari 800	Apple II	Apple II Plus	PET	PET/CBM	8032	Level I	Level II
PRODUCTIVITY SERIES								
VisiCalc	D	D	D		D	D		
Desktop/Plan II		D ²	D					
CCA Data Management System		D ²	D					D
VITAFACTS SERIES		C		C	C		C	C
Rainbow Writer		D	D					
STRATEGY GAMES SERIES								
Checker King	C	C,D	C,D	C	C		C	C
x Microchess	C	C,D	C,D	C	C		C	C
x Time Trek				C	C		C	C
Bridge Partner		C,D ²	C,D	C	C			C
Zork		D	D					D
x Arcade Classics							C	C
MONTY Plays Monopoly		C,D ²	C,D					C,D
Gammon Gambler		C ² ,D ²	C,D	C	C			

¹Productivity Series™ software requires a minimum of 32K. A printer is recommended.
²Applesoft Romcard or language system required
³Will not operate with integer card installed
 MicroChess Version 1.5 for TRS-80; 2.0 for others.

C = cassette D = diskette

See these programs at retail computer stores. For the nearest dealer, call

PERSONAL SOFTWARE INC.

1330 Bordeaux Drive, Sunnyvale, CA 94086, 408/745-7841

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PERSONAL SOFTWARE INC. CATALOG SPRING 1981

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 apple
 data manager
 desktop plan
 trs-80
 atari
 commodore
 checker king
 zork

VISICALC™



Here is information processing before your eyes.

VisiCalc software allows you to use a personal computer for hundreds of purposes involving row and column numerical analysis—without having to know how to program.

You can use VisiCalc to analyze, examine and determine the results of decisions which depend on numbers, such as financial, business or engineering calculations.

VisiCalc creates a window on a huge, intelligent electronic worksheet which can handle numerical calculations with the ease and simplicity of a typewriter.

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Only a full demonstration can give you a glimpse at the power and speed that this remarkable program places at your command. Find out how VisiCalc can help you today. *VisiCalc by Software Arts., Inc. for Atari 800, Apple II and II Plus, Commodore PET, CBM and 8032. Requires 32K minimum memory and one 5-1/4" disk drive.*

DESKTOP/PLAN™

DESKTOP/PLAN is a highly organized approach to business planning, budgeting and financial analysis with a personal computer.

You are guided step by step in easy stages, from the original layout of your budget or plan through final computerized calculation and printout of your report. Complex and frequently used financial calculations become quicker, easier to handle.

And DESKTOP/PLAN can handle large financial "models" too. This makes it especially useful for consolidation across departmental budgets or combining the results of identical

sub-budgets into an overall master company budget.

DESKTOP/PLAN presents you with a format much like an accountant's pad. The program's 18-column wide by 300-line deep format is adaptable to your needs.

DESKTOP/PLAN combines exceptionally powerful planning system features in a package which operates at your desk and at your convenience. *DESKTOP/PLAN is available on diskette for the Apple II and II Plus with Applesoft BASIC; 32K minimum. Use with a printer is recommended.*

CCA DATA MANAGEMENT SYSTEM™

Mail lists, customer files, inventory, client billing, reports and mailing labels—every business handles these types of day to day information problems.

You can organize and manage business information better and faster with CCA Data Management System. You save time, save money, get a better grasp of your operation.

With CCA Data Management System, you can store, sort or print labels or row and column reports which you've defined—sorted alpha-

betically or numerically, in ascending or descending order, by up to 10 fields (criteria) at a time. Store up to 24 fields (over 230 characters) per individual record.

Information handling for your personal and business needs. See a demonstration of CCA Data Management System today. *CCA Data Management System, by Creative Computer Applications. Requires one disk drive; available for 32K TRS-80 Model I Level II and 32K Apple II computers with Applesoft BASIC.*

ZORK™

A fantasy quest through underground caverns. Zork's 600-word vocabulary understands complex sentences. Displays position, moves and current score. *Diskette for 32K Apple II and II Plus; also for 32K TRS-80 Model I Level II.*

ARCADE CLASSICS™

Four fast-action machine language games on one cassette for your TRS-80. Play Pinball, Blockade, Ricochet and Cosmic Raiders. Graphic action! *Cassette for TRS-80 Model I, Level II, 4K. By Ken Anderson, James Vosteen, Blake Ward and Michael Yarbrough.*

MONTY™ PLAYS MONOPOLY™

MONTY is a computer program which acts as another player of the Parker Brothers game. Seven can play with MONTY. A Monopoly set is required. *MONTY Plays Monopoly by Ritam Corp. For Apple II and II Plus and TRS-80 Model I, Level II; 32K minimum for diskette version and 16K for cassette.*

Monopoly is a trademark of Parker brothers. Parker Brothers does not sponsor nor endorse MONTY Plays Monopoly.

BRIDGE PARTNER™

It's you and the dummy against the computer in a "standard notation" contract bridge program. The computer deals at least 10 million different hands. *Cassette for PET 8K and PET/CBM 8-32K, TRS-80 Level II 16K and cassette and diskette for Apple II and II Plus 16K. By George Duisman.*

MICROCHESS™

Terrific opponent for novice or advanced player. Eight levels of difficulty in the Apple, three in TRS-80. Allows no illegal moves. *Cassette for TRS-80 Level I or II, 4K. On cassette for PET 8K, PET/CBM 8-32K; cassette and diskette for Apple II and II Plus 16K; cassette for Atari 800 16K. By Peter Jennings.*

GAMMON GAMBLER™

Hone your backgammon skills or enjoy a game with Gammon Gambler, which turns your computer into a game board and opponent. Plays by U.S. Tournament rules. *Gammon Gambler by Willie Chaplin. On cassette and diskette for Apple II with Applesoft, on cassette for Commodore PET and CBM.*

TIME TREK™

You are in command of a starship to rid the galaxy of invading aliens. Think fast—all action is in "real time." Full use of graphics. *For TRS-80 Model I, Level I and II 4K and Commodore PET and CBM 8-32K. By Joshua Lavinsky.*

CHECKER KING™

A rousing game of checkers with eight skill levels. Your computer becomes a checker board which shows all the moves, including multiple jumps. Plays by tournament rules. *For Commodore PET 8K and PET/CBM 8-32K; TRS-80 Level II, 16K, Apple II 16K and Atari 800, 16K. By Michael Marks.*

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PERSONAL SOFTWARE INC. would like to express our enthusiasm over your interest in finding out more about our products.

I've enclosed the literature you requested. At this time, PERSONAL SOFTWARE is in the process of updating our catalog and literature sheets. We have placed you on the mailing list and we are hoping that very shortly we will be able to fill your request with new literature.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Laura Burnham". The signature is written in dark ink and is positioned above the typed name.

Laura Burnham
Customer Service Representative